



**June 2007**

## **85% of people lose weight with herbal supplement**

A study to be published in the British Food Journal in July<sup>1</sup> shows that 85% of people experienced weight loss while taking herbal supplement Zotrim.

All 72 overweight subjects in the trial, conducted by a team of diet and psychology experts, were provided with a supply of Zotrim and instructions on how to take the supplement but were given no other special diet or lifestyle advice. Their weight and body shape were monitored regularly for 6 weeks and they completed questionnaires to track their eating behaviour for 10 weeks.

Key findings include:

- 85% of people lost weight over the course of the study
- 1 in 5 people lost a statistically significant amount of weight (5% of their initial body weight or more)
- Average weight loss was more than 5 lbs (2.3 kg)
- Waist and hip circumference reduced by 3.4 cm and 3.7 cm respectively

Zotrim contains three South American herbs - Yerba Mate, Guarana and Damiana – which work together to increase the feeling of fullness when taken with a meal and prolong this feeling between meals. These effects help to develop portion control and reduce snacking: fostering healthy eating habits that sustain weight loss in the long term.

This latest study<sup>2</sup> is the eighth conducted into Zotrim's effects on weight loss, since its launch in 2001. Previous research includes a double-blind, randomised, placebo-

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<sup>1</sup> British Food Journal, issue 6, 13<sup>th</sup> July 2007

<sup>2</sup> Ruxton et al, British Journal of Food (2007)

controlled weight loss trial<sup>3</sup>; research into waist circumference reduction<sup>4</sup> and ultrasound scans to investigate the effect that Zotrim has on the rate of stomach emptying.

Lead researcher in the latest study, Dr Carrie Ruxton, said: “Further to previous research on Zotrim, this study replicated a healthy, steady weight loss. Health benefits are well documented for most overweight people after they lose 5-10% of their baseline body weight, so its encouraging to see that 1 in 5 subjects achieved this.”

Zotrim® costs £21.95 for a month’s supply (180 tablets) and is available from Boots, Tesco, Superdrug, Waitrose, Sainsbury’s, Holland and Barrett and selected health food stores. For more information and online availability please visit [www.zotrim.com](http://www.zotrim.com)

**ENDS**

For further information, a copy of the ECO poster or the questionnaires completed by the research subjects, samples, photography, further clinical reports and case studies, please contact Siarah Khan or Rachael Parkman at CCD Healthcare PR on 020 7434 4100 / [siarah@ccdpr.com](mailto:siarah@ccdpr.com) / [Rachael@ccdpr.com](mailto:Rachael@ccdpr.com)

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<sup>3</sup> Andersen, Journal of Human and Nutrition and Dietetics, 14, 243-250 (2001)

<sup>4</sup> Ruxton et al, Nutrition and Food Science, 34, 25-28, (2004)